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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-74 (GP-282-00-US)

Appl. No.: 10/814,104

Applicants: Paul BUCHHEIT, et al.

Filed: March 31, 2004

Title: RENDERING CONTENT-TARGETED ADS WITH E-MAIL

TC/A.U.: 3688

Examiner: Daniel Lastra

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REQUEST FOR RECONSIDERATION

Sir:

In response to the final Office Action mailed on March 12, 2010 (Paper No. 20100207), which set a period for response to expire on June 12, 2010, please reconsider the above-identified application in view of the following remarks.

Remarks/Arguments begin on page 2 of this paper.